



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF JANUARY 25, 2021

Success Stories



Helping small businesses pivot and thrive during COVID-19

HARBOR-WATTS BSC HELPS COUPLE LAUNCH COMPANY

The Harbor-Watts BusinessSource Center helped Ana and Charles, owners of AfroAnansi, turn their former homebased side hustle into a thriving business during COVID-19. Ana (above right) and Charles (above left) first connected with the Harbor-Watts BSC during a monthly First Friday virtual networking event for Watts area small businesses and entrepreneurs. After graduating with her masters in social work in the middle of the COVID-19 pandemic, Ana made the difficult decision to place her career on hold to help their five-year old son Elikem (above center) navigate distance learning. Facing the challenges of the unknown timeline of Covid-19, Ana and Charles decided to go full force with their small business, which specializes in clothing, accessories and now masks, sourced from fabrics directly from Charles' home country of Ghana. The Harbor-Watts BSC assisted Ana and Charles with registering for a business license and an Employer Identification Number (EIN) so that AfroAnansi was able to open a business checking account. The BSC also assisted them with an applying for a seller's permit. Ana and Charles have ambitions to grow AfroAnansi into a brick-and-mortar location and the Harbor-Watts BSC staff is assisting them with a strategic business plan and information on access to capital in order to reach their goals. AfroAnansi is located in LA City Council District 8.



CENTRAL-WEST BSC HELPS MANUFACTURER MAKE MASKS

The Central West BusinessSource helped Bernadette Mopera (above right), owner of wholesale women's fashion business Bernadette Mopera & Co, stay afloat during COVID-19 by helping her pivot her business model to begin manufacturing masks. In 2014, after working in the clothing industry for nearly

two decades, Bernadette founded Bernadette Mopera & Co, an independent, multi-line woman's apparel and accessory showroom. Her company primarily works in the wholesale trade sector, bringing women and children's European brands to the United States. Her business operates entirely on commission, which she earns from online sales and through her showroom. Prior to the pandemic, business was going well and growing steadily. In early 2020, Bernadette partnered with a Hong Kong-based manufacturer and began selling clothing under her own brand "Saint Geraldine." She designed, procured fabric, and marketed her clothing. Due to COVID-19 and the Safer at Home Order ordinances in California, Bernadette's wholesale business was severely affected. Her European clients stopped shipping inventory and Bernadette saw her business decline by 50 percent. As the pandemic continued, Bernadette knew she needed help to pivot her business. Soon after, she connected with the Central West BusinessSource Center and began working with loan counselor, Phuong (Bruce) Le (pictured above left), who reviewed her financials and business plan. In November 2020, Bruce helped Bernadette secure a SBA \$25,000 loan to keep her operations going through the holidays. Now, in addition to making clothes, Bernadette's company began making face masks. To date, her company has produced more than 8,000 masks and has donated masks to schools and essential workers. Bruce continues to support and work with Bernadette. Bernadette Mopera & Co is located in LA City Council District 14.

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

LA CARES Corps: coronavirus.lacity.org/CARESCorps

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) January 18, 2021 to January 22, 2021

Number of walk-ins	842
Number of walk-ins by appointment	561
Number of call/emails	2,930
Number of calls regarding Unemployment Insurance (UI)	808

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending January 22, 2021

Number of applications	9,104
Number of youth in lottery pool	1,068
Number of youth enrolled	2,394
YouthSource Center (YSC) enrollments	936
YSC enrollment goal	2,100
Percent complete	44.57%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS January 18, 2021 to January 22, 2021

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise assisted	112
Microenterprise enrolled	7
Small businesses assisted	43
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	88
Sidewalk vendors assisted	88
Sidewalk vendors enrolled	2



The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th street and Garland Ave in downtown Los Angeles.

1200 West 7th Street
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213-744-7300
711 for TRS (TTY)

If TTY/TTD is needed to contact us, please use 711 for Telecommunication Relay Services (TRS)

If you have any questions, comments, or wish to have a contribution considered for inclusion in an upcoming "Updates," please feel free to contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org